

Lampiran 1. Rekap Data Kuesioner
Responden Planet One

Res	Gender	Tinggal	Status	Variabel warna						Variabel Pencapaian						Variabel Persepsi Harga						Variabel Shopping Intention																	
				1		2		3		4		5		Σ		1		2		3		4		5		Σ		1		2		3		4		5		Σ	
				6	6	6	6	7	31	6	6	7	7	7	33	4	3	4	4	7	22	7	6	5	5	4	27												
1	1	1	1	7	6	5	7	7	32	6	7	6	6	7	32	4	4	5	5	4	22	7	6	6	5	5	29												
2	2	1	2	4	4	3	4	3	18	6	6	6	6	7	31	5	5	4	5	4	23	6	6	6	5	5	28												
3	2	1	2	3	5	4	3	4	19	7	7	5	7	33	4	6	4	6	4	24	7	6	6	5	5	29													
4	2	1	1	4	4	3	4	5	20	6	6	6	6	7	31	5	6	4	5	6	26	6	7	6	6	5	30												
5	1	1	2	4	5	4	4	5	22	6	5	6	6	7	30	5	5	5	6	6	27	5	5	5	4	4	23												
6	2	1	2	4	5	4	4	5	22	6	5	5	6	7	29	6	6	5	5	5	27	5	3	3	3	3	17												
7	1	1	2	5	4	4	5	6	24	5	6	5	6	7	29	6	6	6	5	5	28	6	4	4	3	3	20												
8	2	1	1	6	5	4	6	3	24	6	5	5	5	7	28	6	6	6	5	5	28	4	4	5	3	4	20												
9	2	2	1	4	4	6	5	6	25	5	6	5	5	7	28	6	6	5	5	6	28	5	5	6	4	5	25												
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11	1	1	2	5	5	4	5	6	25	4	5	6	6	7	28	6	6	5	6	6	29	5	5	3	4	3	20												
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13	2	2	1	5	5	4	5	6	25	4	5	6	6	7	28	7	4	6	6	7	30	4	4	5	3	4	20												
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89	1	1	1	4	3	3	4	5	19	6	6	6	6	7	31	5	5	4	5	5	24	5	4	5	3	4	21
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91	2	1	1	4	3	3	4	5	19	7	6	5	5	7	30	6	4	5	6	4	25	5	6	6	5	5	27
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97	1	2	1	4	4	4	4	5	21	6	6	5	4	7	28	5	6	6	5	5	27	5	5	5	4	4	23
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99	2	1	1	5	7	6	5	6	29	5	5	5	4	7	26	6	6	6	6	6	30	5	3	3	3	3	17
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Responden D&S

Res	Gender		Tinggal		Status		Variabel warna							Variabel Pencahayaan							Variabel Persepsi Harga							Variabel Shopping Intention						
1	2	1	2	3	4	5	Σ	1	2	3	4	5	Σ	1	2	3	4	5	Σ	1	2	3	4	5	Σ	1	2	3	4	5	Σ			
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5	1	1	2	4	5	4	4	5	22	6	5	5	6	7	29	4	4	5	5	5	23	5	3	3	3	3	17	5	3	3	3	3	17	
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7	2	1	2	5	5	4	5	6	25	6	5	5	5	7	28	4	5	4	5	4	22	7	5	6	4	5	27	7	5	6	4	5	27	
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22	1	2	1	4	6	6	6	7	29	6	6	4	5	5	26	4	5	4	3	4	20	5	5	5	4	4	23
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32	2	2	1	3	5	4	3	4	19	7	7	7	5	7	33	6	4	6	4	6	26	7	6	6	5	5	29
33	1	1	2	4	4	3	4	5	20	6	6	6	6	7	31	5	4	6	5	4	24	6	7	6	6	5	30
34	2	1	2	4	5	4	4	5	22	6	5	6	6	7	30	5	5	5	4	4	23	5	5	5	4	4	23
35	1	1	1	6	5	4	6	3	24	6	5	5	5	7	28	4	4	4	5	5	22	4	4	5	3	4	20
36	2	1	1	4	4	6	5	6	25	5	6	5	5	7	28	4	4	5	5	4	22	5	5	6	4	5	25
37	2	2	1	5	5	4	5	6	25	6	5	5	5	7	28	4	5	4	5	4	22	7	5	6	4	5	27

38	2	1	1	5	6	5	5	6	27	6	5	5	5	7	28	5	3	5	4	3	20	5	5	5	4	4	23
39	2	1	2	5	6	5	5	6	27	6	5	5	5	7	28	4	4	4	4	4	20	7	6	7	5	6	31
40	2	1	2	4	4	3	4	5	20	6	7	5	6	7	31	5	4	5	6	4	24	7	6	6	5	5	29
41	2	1	2	4	4	3	4	5	20	6	7	6	6	7	32	4	5	5	5	5	24	6	6	7	5	6	30
42	2	1	1	4	3	3	6	6	22	6	6	6	5	7	30	5	4	5	5	4	23	7	6	5	5	4	27
43	2	1	1	5	7	6	5	6	29	5	5	5	4	7	26	4	4	4	4	4	20	5	3	3	3	3	17
44	1	1	1	6	6	6	6	7	31	6	6	7	7	7	33	6	7	6	6	3	28	7	6	5	5	4	27
45	2	1	2	7	6	5	7	7	32	6	7	6	6	7	32	6	6	5	5	6	28	7	6	6	5	5	29
46	2	1	2	4	4	3	4	3	18	6	6	6	6	7	31	5	5	6	5	6	27	6	6	6	5	5	28
47	1	1	1	3	5	4	3	4	19	7	7	7	5	7	33	6	4	6	4	6	26	7	6	6	5	5	29
48	1	1	2	4	4	3	4	5	20	6	6	6	6	7	31	5	4	6	5	4	24	6	7	6	6	5	30
49	2	1	2	4	5	4	4	5	22	6	5	6	6	7	30	5	5	5	4	4	23	5	5	5	4	4	23
50	1	1	2	4	5	4	4	5	22	6	5	5	6	7	29	4	4	5	5	5	23	5	3	3	3	3	17
51	2	1	1	5	4	4	5	6	24	5	6	5	6	7	29	4	4	4	5	5	22	6	4	4	3	3	20
52	2	2	1	6	5	4	6	3	24	6	5	5	5	7	28	4	4	4	5	5	22	4	4	5	3	4	20
53	2	1	2	4	4	6	5	6	25	5	6	5	5	7	28	4	4	5	5	4	22	5	5	6	4	5	25
54	2	1	2	4	3	3	4	5	19	6	6	6	6	7	31	5	5	6	5	5	26	5	4	5	3	4	21
55	1	1	2	4	3	3	4	5	19	6	6	6	5	7	30	6	5	5	4	6	26	7	5	6	4	5	27
56	1	1	1	4	3	3	4	5	19	7	6	5	5	7	30	4	6	5	4	6	25	5	6	6	5	5	27
57	2	1	2	4	3	3	4	5	19	6	6	6	6	7	31	5	5	6	4	5	25	6	6	5	5	4	26
58	2	1	1	6	5	4	6	7	28	6	4	4	5	7	26	4	4	4	4	4	20	3	3	3	3	3	15
59	2	1	1	6	5	4	6	7	28	5	5	5	5	7	27	5	4	4	4	3	20	4	4	5	3	4	20

60	1	2	1	4	6	6	6	7	29	6	6	4	5	5	26	4	5	4	3	4	20	5	5	5	4	4	23
61	1	2	2	5	7	6	5	6	29	5	5	5	4	7	26	4	4	4	4	4	20	5	3	3	3	3	17
62	2	1	2	5	7	6	5	6	29	6	4	5	5	7	27	5	4	4	4	3	20	3	3	4	3	3	16
63	2	1	1	4	5	4	4	5	22	6	5	6	6	7	30	5	5	5	4	4	23	5	5	5	4	4	23
64	2	2	2	4	5	4	4	5	22	6	5	5	6	7	29	4	4	5	5	23	5	3	3	3	3	3	17
65	2	2	2	5	4	4	5	6	24	5	6	5	6	7	29	4	4	4	5	5	22	6	4	4	3	3	20
66	2	1	1	6	5	4	6	3	24	6	5	5	5	7	28	4	4	4	5	22	4	4	5	3	4	20	
67	2	1	1	5	6	5	5	6	27	6	5	5	5	7	28	4	4	4	4	20	7	6	7	5	6	31	
68	2	2	1	3	5	4	3	4	19	7	7	7	5	7	33	6	4	6	4	6	26	7	6	6	5	5	29
69	1	1	2	4	4	3	4	5	20	6	6	6	6	7	31	5	4	6	5	4	24	6	7	6	6	5	30
70	2	1	2	4	5	4	4	5	22	6	5	6	6	7	30	5	5	5	4	4	23	5	5	5	4	4	23
71	1	1	1	6	5	4	6	3	24	6	5	5	5	7	28	4	4	4	5	22	4	4	5	3	4	20	
72	1	2	1	4	4	4	4	5	21	6	6	5	4	7	28	5	4	4	5	23	5	5	5	4	4	23	
73	2	1	1	4	3	3	6	6	22	6	6	6	5	7	30	5	4	5	5	4	23	7	6	5	5	4	27
74	2	1	1	5	7	6	5	6	29	5	5	5	4	7	26	4	4	4	4	20	5	3	3	3	3	17	
75	2	1	2	5	7	6	5	6	29	6	4	5	5	7	27	5	4	4	4	3	20	3	3	4	3	3	16
76	2	1	2	7	6	5	7	7	32	6	7	6	6	7	32	6	6	5	5	6	28	7	6	6	5	5	29
77	1	1	1	3	5	4	3	4	19	7	7	7	5	7	33	6	4	6	4	6	26	7	6	6	5	5	29
78	1	1	1	4	3	3	4	5	19	7	6	5	5	7	30	4	6	5	4	6	25	5	6	6	5	5	27
79	2	1	2	4	3	3	4	5	19	6	6	6	6	7	31	5	5	6	4	5	25	6	6	5	5	4	26
80	1	1	1	4	4	4	4	5	21	6	6	5	4	7	28	5	4	4	5	5	23	5	5	5	4	4	23
81	2	2	2	4	3	3	6	6	22	6	6	6	5	7	30	5	4	5	5	4	23	7	6	5	5	4	27

82	2	1	2	5	6	5	5	6	27	5	5	4	6	7	27	4	4	4	4	20	5	5	3	4	3	20
83	2	1	1	6	5	4	6	7	28	6	4	4	5	7	26	4	4	4	4	20	3	3	3	3	3	15
84	2	1	1	6	5	4	6	7	28	5	5	5	5	7	27	5	4	4	3	20	4	4	5	3	4	20
85	1	2	1	4	6	6	6	7	29	6	6	4	5	5	26	4	5	4	3	20	5	5	5	4	4	23
86	1	2	2	5	7	6	5	6	29	5	5	5	4	7	26	4	4	4	4	20	5	3	3	3	3	17
87	2	1	1	6	5	4	6	3	24	6	5	5	5	7	28	4	4	4	5	22	4	4	5	3	4	20
88	2	1	1	5	6	5	5	6	27	6	5	5	5	7	28	4	4	4	4	20	7	6	7	5	6	31
89	2	1	1	3	3	3	3	4	16	4	5	5	3	7	24	4	4	4	3	19	4	4	5	3	4	20
90	1	1	2	3	4	3	3	4	17	4	4	4	4	4	20	4	3	4	4	19	3	3	3	3	3	15
91	2	1	2	3	4	3	3	4	17	4	4	4	4	3	19	4	3	4	4	19	6	4	5	3	4	22
92	2	2	2	6	6	6	6	7	31	7	7	7	7	7	35	6	6	6	6	30	7	6	6	5	5	29
93	2	2	1	5	5	4	5	6	25	5	4	5	5	7	26	4	4	3	5	21	7	6	5	5	4	27
94	1	1	1	5	5	4	5	6	25	6	5	6	6	7	30	4	4	4	5	21	6	5	6	4	5	26
95	2	1	2	5	5	4	5	6	25	5	5	5	5	7	27	4	4	4	5	21	5	4	5	3	4	21
96	2	2	2	5	5	4	5	6	25	5	6	5	5	7	28	5	4	5	4	3	21	6	6	6	5	28
97	2	1	1	4	4	3	4	5	20	6	6	5	6	7	30	5	4	4	4	23	6	6	5	5	4	26
98	1	1	2	4	4	3	4	5	20	6	5	5	5	7	28	4	5	4	6	23	3	3	3	3	3	15
99	1	1	2	4	4	3	4	5	20	7	5	5	5	7	29	5	6	5	3	23	7	6	7	5	6	31
100	2	2	1	5	4	3	5	3	20	5	6	6	6	7	30	5	5	5	4	23	6	5	5	4	4	24

Lampiran 2. Statistik Deskriptif

Responden Planet One

Status * Gender * Tinggal Crosstabulation

Count		Gender		Total
Tinggal	Status	Laki-laki	Perempuan	
Surabaya	Menikah	13	26	39
	Belum menikah	12	26	38
	Total	25	52	77
Luar Surabaya	Menikah	2	8	10
	Belum menikah	2	11	13
	Total	4	19	23

Descriptive Statistics

	N	Mean	Std. Deviation
Warna1	100	4,5000	,85870
Warna2	100	4,6800	1,07196
Warna3	100	4,0300	1,04886
Warna4	100	4,6500	,86894
Warna5	100	5,3400	1,04659
Cahay1	100	5,5200	,98964
Cahay2	100	5,4100	,98571
Cahay3	100	5,3300	,86521
Cahay4	100	5,2500	,85723
Cahay5	100	6,6700	1,02548
Harga1	100	5,5000	,74536
Harga2	100	5,5400	,82168
Harga3	100	5,3300	,76614
Harga4	100	5,4600	,77094
Harga5	100	5,6400	,92682
Shopping1	100	5,6100	1,24637
Shopping2	100	5,0100	1,10550
Shopping3	100	5,1700	1,11966
Shopping4	100	4,1400	,89916
Shopping5	100	4,3100	,87265
Valid N (listwise)	100		

Responden Butik D&S

Gender * Status * Tinggal Crosstabulation

Count

		Status		Total	
		Menikah	Belum menikah		
Tinggal Surabaya	Gender	Laki-laki	14	11	25
		Perempuan	22	31	53
Luar Surabaya	Total		36	42	78
	Gender	Laki-laki	4	3	7
		Perempuan	6	9	15
	Total		10	12	22

Descriptive Statistics

	N	Mean	Std. Deviation
Wama1	100	4,6300	,94980
Wama2	100	4,8100	1,15203
Wama3	100	4,1700	1,04500
Wama4	100	4,8000	,98473
Wama5	100	5,3900	1,14499
Cahay1	100	5,6900	,83720
Cahay2	100	5,4200	,92310
Cahay3	100	5,2400	,87755
Cahay4	100	5,1600	,82536
Cahay5	100	6,7100	,96708
Harga1	100	4,5700	,74203
Harga2	100	4,3800	,74914

Lampiran 3. Uji Validitas dan Reliabilitas
Planet One
Correlations

Correlations									
Warna1	Pearson Correlation	Warna1	Warna2	Warna3	Warna4	Warna5	Tot_1		
	Sig. (2-tailed)	1	,604**	,555**	,860**	,483**	,833**		
	N	100	100	100	100	100	100		
Warna2	Pearson Correlation	,604**	1	,817**	,486**	,413**	,823**		
	Sig. (2-tailed)	,000		,000	,000	,000	,000		
	N	100	100	100	100	100	100		
Warna3	Pearson Correlation	,555**	,817**	1	,566**	,534**	,861**		
	Sig. (2-tailed)	,000	,000		,000	,000	,000		
	N	100	100	100	100	100	100		
Warna4	Pearson Correlation	,860**	,486**	,566**	1	,610**	,838**		
	Sig. (2-tailed)	,000	,000	,000		,000	,000		
	N	100	100	100	100	100	100		
Warna5	Pearson Correlation	,483**	,413**	,534**	,610**	1	,747**		
	Sig. (2-tailed)	,000	,000	,000	,000		,000		
	N	100	100	100	100	100	100		
Tot_1	Pearson Correlation	,833**	,823**	,861**	,838**	,747**	1		
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		
	N	100	100	100	100	100	100		

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Reliability Statistics

Cronbach's	
Alpha	N of Items
,874	5

Correlations

Correlations									
	Cahay1	Cahay2	Cahay3	Cahay4	Cahay5	Tot_2			
Cahay1	Pearson Correlation	1							
	Sig. (2-tailed)	,670**	,435**	,393**	,599**	,775**			
	N	100	100	100	100	100			
Cahay2	Pearson Correlation	,670**	1						
	Sig. (2-tailed)	,000		,499**	,565**	,824**			
	N	100	100	100	100	100			
Cahay3	Pearson Correlation	,435**	,586**	1					
	Sig. (2-tailed)	,000	,000	,678**	,682**	,821**			
	N	100	100	100	100	100			
Cahay4	Pearson Correlation	,393**	,499**	,678**	1				
	Sig. (2-tailed)	,000	,000	,000	,635**	,775**			
	N	100	100	100	100	100			
Cahay5	Pearson Correlation	,599**	,565**	,635**	,862**	1			
	Sig. (2-tailed)	,000	,000	,000	,000	,000			
	N	100	100	100	100	100			
Tot_2	Pearson Correlation	,775**	,824**	,775**	,862**	1			
	Sig. (2-tailed)	,000	,000	,000	,000	,000			
	N	100	100	100	100	100			

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
,869	5

Correlations

Correlations									
	Harga1	Harga2	Harga3	Harga4	Harga5	Tot_3			
Harga1	Pearson Correlation	1							
	Sig. (2-tailed)	,198*	,646**	,211*	,409**	,713**			
	N	100	100	100	100	100			
Harga2	Pearson Correlation	,198*							
	Sig. (2-tailed)	,048	,276**	,210*	,337**	,607**			
	N	100	100	100	100	100			
Harga3	Pearson Correlation	,646**	,276**						
	Sig. (2-tailed)	,000	1	,305**	,354**	,747**			
	N	100	100	100	100	100			
Harga4	Pearson Correlation	,211*	,305**	1					
	Sig. (2-tailed)	,035	,002	1	,277**	,583**			
	N	100	100	100	100	100			
Harga5	Pearson Correlation	,409**	,354**	,277**	1				
	Sig. (2-tailed)	,000	,000	,005	1	,731**			
	N	100	100	100	100	100			
Tot_3	Pearson Correlation	,713**	,747**	,583**	,731**	1			
	Sig. (2-tailed)	,000	,000	,000	,000	1			
	N	100	100	100	100	100			

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
,701	5

Correlations

Correlations									
Shopping1	Pearson Correlation	Shopping1	Shopping2	Shopping3	Shopping4	Shopping5	Tot_4		
	Sig. (2-tailed)	1	,751**	,620**	,707**	,604**	,846**		
	N	100	100	100	100	100	100		
Shopping2	Pearson Correlation		1	,733**	,964**	,709**	,935**		
	Sig. (2-tailed)	,000		,000	,000	,000	,000		
	N	100	100	100	100	100	100		
Shopping3	Pearson Correlation		,620**	1	,638**	,969**	,887**		
	Sig. (2-tailed)	,000	,000		,000	,000	,000		
	N	100	100	100	100	100	100		
Shopping4	Pearson Correlation		,707**	,638**	1	,652**	,889**		
	Sig. (2-tailed)	,000	,000	,000		,000	,000		
	N	100	100	100	100	100	100		
Shopping5	Pearson Correlation		,604**	,969**	,652**	1	,878**		
	Sig. (2-tailed)	,000	,000	,000	,000		,000		
	N	100	100	100	100	100	100		
Tot_4	Pearson Correlation		,846**	,887**	,889**	,878**	1		
	Sig. (2-tailed)	,000	,000	,000	,000	,000			
	N	100	100	100	100	100	100		

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Reliability Statistics

Cronbach's	
Alpha	N of Items
,926	5

Butik D&S
Correlations

Correlations

Warna1	Pearson Correlation	Warna1	Warna2	Warna3	Warna4	Warna5	Tot_1
	Sig. (2-tailed)	1	,498**	,400**	,849**	,394**	,779**
	N	100	100	100	100	100	100
Warna2	Pearson Correlation	,498**	1	,833**	,394**	,378**	,800**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
Warna3	Pearson Correlation	,400**	,833**	1	,455**	,518**	,826**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
Warna4	Pearson Correlation	,849**	,394**	,455**	1	,527**	,802**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
Warna5	Pearson Correlation	,394**	,378**	,518**	,527**	1	,727**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
Tot_1	Pearson Correlation	,779**	,800**	,826**	,802**	,727**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Reliability Statistics

Cronbach's
Alpha N of Items
 ,843 5

Correlations

Correlations						
	Cahay1	Cahay2	Cahay3	Cahay4	Cahay5	Tot_2
Cahay1						
Pearson Correlation	1	,575**	,611**	,496**	,611**	,808**
Sig. (2-tailed)		,000	,000	,000	,000	,000
N	100	100	100	100	100	100
Cahay2						
Pearson Correlation	,575**	1	,710**	,494**	,466**	,803**
Sig. (2-tailed)	,000		,000	,000	,000	,000
N	100	100	100	100	100	100
Cahay3						
Pearson Correlation	,611**	,710**	1	,588**	,618**	,870**
Sig. (2-tailed)	,000	,000		,000	,000	,000
N	100	100	100	100	100	100
Cahay4						
Pearson Correlation	,496**	,494**	,588**	1	,552**	,764**
Sig. (2-tailed)	,000	,000	,000		,000	,000
N	100	100	100	100	100	100
Cahay5						
Pearson Correlation	,611**	,466**	,618**	,552**	1	,809**
Sig. (2-tailed)	,000	,000	,000	,000		,000
N	100	100	100	100	100	100
Tot_2						
Pearson Correlation	,808**	,803**	,870**	,764**	,809**	1
Sig. (2-tailed)	,000	,000	,000	,000	,000	
N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
,869	5

Correlations

Correlations									
		Harga1	Harga2	Harga3	Harga4	Harga5	Tot_3		
Harga1	Pearson Correlation	1							
	Sig. (2-tailed)		,261**	,691**	,180	,348**	,732**		
	N	100	100	100	100	100	100		
Harga2	Pearson Correlation	,261**	1						
	Sig. (2-tailed)	,009		,327**	,087	,321**	,590**		
	N	100	100	100	100	100	100		
Harga3	Pearson Correlation	,691**	,327**	1					
	Sig. (2-tailed)	,000	,001		,257**	,377**	,789**		
	N	100	100	100	100	100	100		
Harga4	Pearson Correlation	,180	,087	,257**	1				
	Sig. (2-tailed)	,074	,390	,010		,263**	,512**		
	N	100	100	100	100	100	100		
Harga5	Pearson Correlation	,348**	,321**	,377**	,263**	1			
	Sig. (2-tailed)	,000	,001	,000	,008		,723**		
	N	100	100	100	100	100	100		
Tot_3	Pearson Correlation	,732**	,590**	,789**	,512**	,723**	1		
	Sig. (2-tailed)	,000	,000	,000	,000	,000			
	N	100	100	100	100	100	100		

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
,695	5

Correlations

Correlations

Shopping1	Pearson Correlation	Shopping1	Shopping2	Shopping3	Shopping4	Shopping5	Tot_4
	Sig. (2-tailed)	1	,766**	,651**	,732**	,656**	,855**
	N	100	100	100	100	100	100
Shopping2	Pearson Correlation	,766**	1	,806**	,960**	,786**	,953**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
Shopping3	Pearson Correlation	,651**	,806**	1	,704**	,966**	,906**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
Shopping4	Pearson Correlation	,732**	,960**	,704**	1	,728**	,908**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
Shopping5	Pearson Correlation	,656**	,786**	,966**	,728**	1	,905**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
Tot_4	Pearson Correlation	,855**	,953**	,906**	,908**	,905**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Reliability Statistics

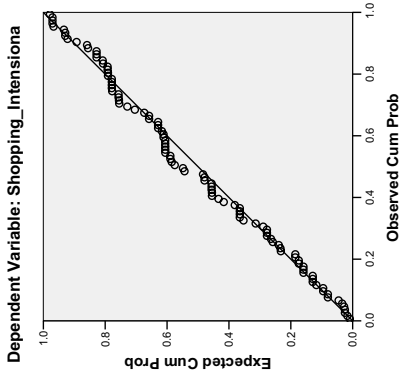
Cronbach's Alpha	N of Items
,938	5

Lampiran 4. Uji Asumsi Klasik

Butik Planet One

Normalitas

Normal P-P Plot of Regression Standardized Residual



Multikolinieritas

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1	Warna	9.50
		1 05.3

Autokorelasi

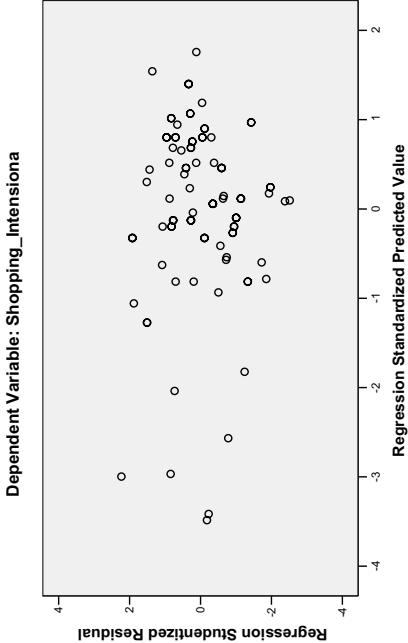
Model Summary^a

Model	Durbin-Watson
1	1,648 ^a

- a. Predictors: (Constant), Harga, Warna, Pencapaian
- b. Dependent Variable: Shopping_Intensiona

Heteroskedatisitas

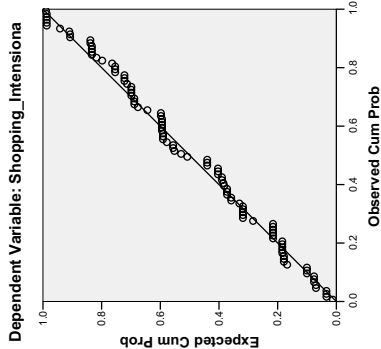
Scatterplot



Butik D&S

Normalitas

Normal P-P Plot of Regression Standardized Residual



Multikolinearitas

Coefficients^a

Model	Collinearity Statistics		
	Tolerance	VIF	
1	Warna	,887	1,128
	Pencapaian	,310	3,223
	Harga	,290	3,448

a. Dependent Variable: Shopping_Intensiona

Autokorelasi

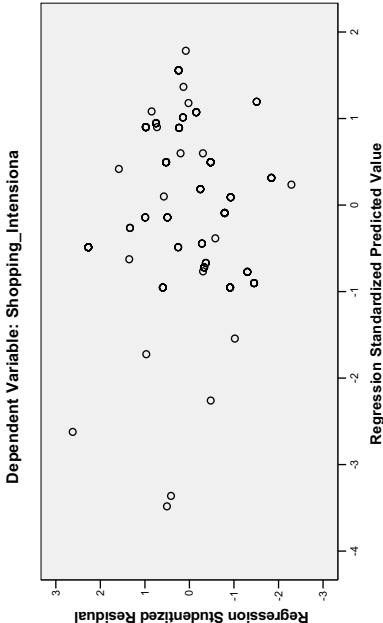
Model Summary^b

Model	Durbin-Watson
1	1,979 ^a

- a. Predictors: (Constant), Harga, Warna, Pencapaian
- b. Dependent Variable: Shopping_Intensiona

Heteroskedatisitas

Scatterplot



Lampiran 5. Output Regresi

Butik Planet One : Output Statistik Regresi Linear Berganda

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Pencapaian, Warna	.	Enter

- a. All requested variables entered.
- b. Dependent Variable: Harga

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,784 ^a	,614	,606	,34248

- a. Predictors: (Constant), Pencapaian, Warna

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	18,099	2	9,050	77,156	,000 ^a
Residual	11,377	97	,117		
Total	29,476	99			

- a. Predictors: (Constant), Pencapaian, Warna
- b. Dependent Variable: Harga

Path Analysis Planet One

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Harga, Warna, Penghasilan	.	Enter

a. All requested variables entered.
b. Dependent Variable: Shopping_Intensiona

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,529 ^a	,280	,257	,80093

a. Predictors: (Constant), Harga, Warna, Penghasilan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23,947	3	7,982	12,444	,000 ^a
	Residual	61,583	96	,641		
	Total	85,530	99			

a. Predictors: (Constant), Harga, Warna, Penghasilan
b. Dependent Variable: Shopping_Intensiona

Coefficients^a

Butik D&S

Output Statistik Regresi Linear Berganda
Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Pencapaian, Warna	.	Enter

- a. All requested variables entered.
b. Dependent Variable: Harga

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,843 ^a	,710	,704	,28860

- a. Predictors: (Constant), Pencapaian, Warna

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	19,779	2	9,889	118,737	,000 ^a
Residual	8,079	97	,083		
Total	27,858	99			

- a. Predictors: (Constant), Pencapaian, Warna
b. Dependent Variable: Harga

Path Analysis D&S

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Harga, Warna, Penghasilan	.	Enter

a. All requested variables entered.

b. Dependent Variable: Shopping_Intensiona

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,597 ^a	,356	,336	,80610

a. Predictors: (Constant), Harga, Warna, Penghasilan

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	34,525	3	11,508	17,711	,000 ^a
Residual	62,381	96	,650		
Total	96,906	99			

a. Predictors: (Constant), Harga, Warna, Penghasilan

b. Dependent Variable: Shopping_Intensiona

Lampiran 6. Kuesioner Planet One

KUESIONER

PENELITIAN PENGARUH WARNA DAN PENCAHAYAAAN TERHADAP *SHOPPING INTENTION* DENGAN PERSEPSI HARGA SEBAGAI VARIABEL *INTERVENING* PADA BUTIK D&S DAN PLANET ONE DI SURABAYA

Sebelumnya, saya ucapkan terima kasih atas waktu dan partisipasi yang telah Anda berikan untuk mengisi kuesioner ini. Informasi yang diperoleh akan saya gunakan sebagai acuan dalam menyusun Tugas Akhir/Skripsi saya di Universitas Katolik Widya Mandala Fakultas Ekonomi Jurusan Manajemen.

Yanno

PETUNJUK PENGISIAN

Saudara/saudari dimohon menjawab dengan cara memberi tanda silang “X” pada daftar pilihan jawaban yang telah tersedia pada pernyataan-pernyataan yang ada.

IDENTITAS RESPONDEN

1. Jenis kelamin anda ?
 - a. Pria
 - b. Wanita
2. Anda tinggal di kota ?
 - a. Surabaya
 - b. Luar Surabaya
3. Status anda?

Keterangan

- 1 = Sangat Tidak Setuju Sekali 5 = Setuju
2 = Sangat Tidak Setuju 6 = Sangat setuju
3 = Tidak Setuju 7 = Sangat Setuju Sekali
4 = Biasa

Nb: Hindari jawaban 4 (Biasa)

Variabel Independen: Warna (X₁)

No	Pertanyaan	1	2	3	4	5	6	7
1	Jika dilihat dari luar, warna dominan dari butik Planet One adalah putih dan hitam.							
2	Warna putih dan hitam sangat dominan digunakan di dalam butik Planet One.							
3	Perpaduan warna putih dan hitam pada butik Planet One terlihat harmonis.							

Keterangan

1 = Sangat Tidak Setuju Sekali 5 = Setuju
2 = Sangat Tidak Setuju 6 = Sangat setuju
3 = Tidak Setuju 7 = Sangat Setuju Sekali
4 = Biasa

Nb: Hindari jawaban 4 (Biasa)

Variabel Independen: Pencahayaan (X_2)

No	Pertanyaan	1	2	3	4	5	6	7
1	Butik Planet One menggunakan pencahayaayan yang terang .							
2	Dilihat dari luar , butik Planet One terlihat terang .							
3	Sorotan lampu yang redup membuat pakaian yang dijual terlihat menarik .							
4	Pencahayaayan yang terang tampak pada setiap sudut butik Planet One.							
	Secara keseluruhan , butik Planet							

Keterangan:

Sangat Murah

Sangat Mahal

1 2 3 4 5 6 7

Variabel Intervening: Persepsi Harga (Z)

No	Pertanyaan	1	2	3	4	5	6	7
1	Harga yang ditawarkan oleh butik Planet One.							
2	Kesan harga pakaian yang dijual oleh butik Planet One.							
3	Sebelum memasuki butik, kesan harga pakaian di butik tersebut.							
4	Sebelum mengetahui harganya, perkiraan harga pakaian di butik ini.							
5	Secara keseluruhan, harga pakaian di butik Planet One berkesan.							

Keterangan:

Sangat Kecil

Sangat Besar

1 2 3 4 5 6 7

Variabel Dependen: *Shopping Intention* (Y)

No	Pertanyaan	1	2	3	4	5	6	7
1	Saat berada di luar butik Planet One, keinginan untuk berkunjung dan berbelanja ke dalam butik.							
2	Sesaat setelah memasuki butik Planet One, keinginan tersebut menjadi.							
3	Keinginan saya untuk membeli pakaian yang dijual butik Planet One.							
4	Ketertarikan saya saat melihat pakaian yang dijual butik Planet One.							

Lampiran 7. Kuesioner D&S

KUESIONER

PENELITIAN PENGARUH WARNA DAN PENCAHAYAAAN TERHADAP *SHOPPING INTENTION* DENGAN PERSEPSI HARGA SEBAGAI VARIABEL *INTERVENING* PADA BUTIK D&S DAN PLANET ONE DI SURABAYA

Sebelumnya, saya ucapkan terima kasih atas waktu dan partisipasi yang telah Anda berikan untuk mengisi kuesioner ini. Informasi yang diperoleh akan saya gunakan sebagai acuan dalam menyusun Tugas Akhir/Skripsi saya di Universitas Katolik Widya Mandala Fakultas Ekonomi Jurusan Manajemen.

Yanno

PETUNJUK PENGISIAN

Saudara/saudari dimohon menjawab dengan cara memberi tanda silang “X” pada daftar pilihan jawaban yang telah tersedia pada pernyataan-pernyataan yang ada.

IDENTITAS RESPONDEN

1. Jenis kelamin anda ?
 - a. Pria
 - b. Wanita
2. Anda tinggal di kota ?
 - a. Surabaya
 - b. Luar Surabaya
3. Status anda ?

Keterangan

1 = Sangat Tidak Setuju Sekali **5** = Setuju
2 = Sangat Tidak Setuju **6** = Sangat setuju
3 = Tidak Setuju **7** = Sangat Setuju Sekali
4 = Biasa

Nb: Hindari jawaban 4 (Biasa)

Variabel Independen: Warna (X₁)

No	Pertanyaan	1	2	3	4	5	6	7
1	Jika dilihat dari luar, warna dominan dari butik D&S adalah kuning dan hitam .							
2	Warna kuning dan hitam sangat dominan digunakan di dalam butik D&S.							
3	Perpaduan warna kuning dan hitam pada butik D&S terlihat harmonis .							
4	Warna hitam dan kuning mendominasi tampilan butik D&S.							

Keterangan

- 1 = Sangat Tidak Setuju Sekali 5 = Setuju
2 = Sangat Tidak Setuju 6 = Sangat setuju
3 = Tidak Setuju 7 = Sangat Setuju Sekali
4 = Biasa

Nb: Hindari jawaban 4 (Biasa)

Variabel Independen: Pencapaian (X_2)

No	Pertanyaan	1	2	3	4	5	6	7
1	Butik D&S menggunakan pencapaian yang redup							
2	Dilihat dari luar , butik D&S terlihat redup							
3	Sorotan lampu yang redup membuat pakaian yang dijual terlihat menarik							
4	Pencapaian yang redup tampak menarik							

Keterangan:

Sangat Murah

Sangat Mahal

1 2 3 4 5 6 7

Variabel Intervening: Persepsi Harga (Z)

No	Pertanyaan	1	2	3	4	5	6	7
1	Harga yang ditawarkan oleh butik D&S							
2	Kesan harga pakaian yang dijual oleh butik D&S							
3	Sebelum memasuki butik, kesan harga pakaian di butik tersebut							
4	Sebelum mengetahui harganya, perkiraan harga pakaian di butik ini							
5	Secara keseluruhan, harga pakaian di butik D&S berkesan							

Keterangan:

Sangat Kecil

Sangat Besar

1 2 3 4 5 6 7

Variabel Dependen: *Shopping Intention* (Y)

No	Pertanyaan	1	2	3	4	5	6	7
1	Saat berada di luar butik D&S, keinginan untuk berkunjung dan berbelanja ke dalam butik							
2	Sesaat setelah memasuki butik D&S, keinginan tersebut menjadi							
3	Keinginan saya untuk membeli pakaian yang dijual butik D&S							
4	Ketertarikan saya saat melihat pakaian yang dijual butik D&S							
5	Niat saya untuk melakukan pembelian di butik D&S							